



St. Pauls
CARNIVAL

2022
IMPACT
REPORT

WELCOME FROM THE EXECUTIVE DIRECTOR

Welcome to St Pauls Carnival's 2022 Impact Report.

I am proud to present this report at the end of another fruitful year for our organisation. 2022 brought with it many exciting opportunities and projects; from building new partnerships at our first 'Taste Of Carnival' Fundraising Gala, to paying tribute to our elders in a brand new St Pauls Carnival documentary, to reaching over 4000 students with our Black History Month education programme. And whilst a full scale Carnival was not possible to deliver this year, we were proud to programme in its place Back A Yard – a series of Carnival themed pay-what-you-can events that celebrated the St Pauls community after a long couple of years away.

Despite the highs of this year, it is with great sadness that we also lost one of our founding members, Roy Hackett. It was inspirational to honour a life of such amazing impact, and we'll be thinking of ways we can continue his legacy as part of Carnival.

As we now look forward to 2023 and beyond, we are thrilled to have Arts Council England NPO investment behind us to support some of our activity over the next three years. It's an exciting time to receive this support as we prepare for the next phase of our development, and continue delivering impactful work in the St Pauls community and beyond.

LaToyah McAllister-Jones, Executive Director





ST PAULS CARNIVAL 2022:

CARNIVAL IN NUMBERS

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140,000+

People reached
on Social Media

12,000+

Social Media
Engagements

6,500+

Students
Reached

1638

NEW
Followers

400+

Teachers
Supported

78

Elders Brunch
attendees

35

Volunteers

21

Schools
Facilitators

19

Schools Visited

14

Human Library
Speakers

11

Elders involved with the
'Capture & Preserve' filming

9

Friends of
Carnival

4

Back A Yard
Carnival events

3

Human Library
events

2

NEW Fundraising Events
Business Drinks &
A Taste Of Carnival Gala Dinner

1

NEW Carnival film:
'Inna Wi Carnival:
Reflections of a Generation'



ST PAULS CARNIVAL 2022:

EDUCATION PROGRAMME

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This year, we not only delivered 80+ workshops to primary and secondary schools during the 'lead up to carnival programme', resulting in 330 students taking part and performing within our live events – we also rolled out our first 'Black History Package'. This offered Bristol schools a chance to sign up to a package of workshops and assemblies, which included teacher training 'on ways to deliver black history education', cultural awareness sessions, spoken word, poetry and much more. These were fully booked within 2 hours!

Packages offered:

1 x 'Teacher training workshop' - 2 hours

This became mandatory attendance training for the entire staff team at each school.

Facilitators: Aisha Thomas, Richad Ferron, Angel Mel and 4 Montpelier High School students

Training for teachers on the delivery of lessons within Black History Month (October), the importance of representation within the curriculum all year round, exploring how to tackle and face uncomfortable conversations with the students surrounding black history and race, and raising awareness of inspirational people of colour around the world (scientists, activists and other academics). These sessions also included student guest speakers sharing their views and giving advice from the perspective of a young person.



EDUCATION PROGRAMME

Packages offered:

3 x 'The Talk' classroom workshop - 45 minutes/1 hour

Facilitator: LaToyah McAllister-Jones

A conversation between a parent and their child. This was a window into motherhood, where a mother shared her hopes and fears for the life experiences of her child of colour.

1 x Guest speaker year group assembly - 30 minutes

Facilitator: Lewis Wedlock

Covering lots of topics, including the exploration of an individual's cultural heritage, being a person of colour within different workplaces and sectors, discussions of education opportunities and hearing inspirational people of colour sharing stories of their life journey.

1 x Carnival themed year group assembly - 30 minutes

Facilitators: Carole Johnson and Richad Ferron

An assembly full of education on the history of St Pauls Carnival, the Seven Saints of St Pauls and their stories, and learning about the many carnivals around the world.



EDUCATION PROGRAMME

Packages offered:

1 x Black History themed poetry/spoken word year group assembly - 30 minutes

Facilitator: Shakara Thompson

Hearing from some of Bristol's most talented artists using their passion and creativity to write on modern day matters in today's society.

Throughout September, October and November we continued to deliver further assemblies to both primary and secondary schools covering a range of topics, such as:

- **The heritage of St Pauls Carnival**
- **The lives of the 7 saints of St Pauls**
- **The importance of the exploration of an individual's cultural heritage**
- **Learning about inspirational people of colour and their life journey**

Plus so much more. This year we have been contacted by many Bristol schools asking for support with black history education delivery, and we try to adapt our assemblies and workshops to adhere to the needs and requirements of each individual school.



EDUCATION PROGRAMME

Schools involved in our Inspire Programme:

- Montpelier High School
- Bristol Brunel Academy
- City Academy
- Trinity Academy
- Cotham Secondary School
- John Cabot Academy
- Beacon Rise Primary School
- Bishop Road Primary School
- Headley Park Primary School
- Brunel Field Primary School
- St Bernadette Primary School

'I think the teachers were just as excited as the students to be taking part in the workshops - I hope we can do it again and again every year!'

Headteacher, Montpelier High School

'Our students absolutely loved taking part in the workshops - they learnt so much, as well as being allowed to just let their creativity flow. The programme covered all bases and the children thoroughly enjoyed it'

Teacher, Summerhill

'I genuinely looked forward to my school day knowing I had these workshops to attend. The dance sessions taught me to be free and the lessons at the beginning inspired me to look into my cultural heritage'

Student, City Academy

We are grateful to receive support from the Paul Hamlyn Trust to enable us to continue this work with full funding for the next two years.





ST PAULS CARNIVAL 2022:

COMMUNITY ENGAGEMENT

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Our elders are at the heart of St Pauls Carnival and the community engagement programme is designed to bring them closer to the organisation to help inform how we programme content going forward.

Over the past year, our work has tackled digital isolation, improved wellbeing and documented local stories through a series of focused but connected projects.

Wellbeing & Digital Inclusion

A series of digital training workshops for people aged 55+.

In 2020, the pandemic highlighted how digitally excluded older communities had become. As the world moved towards a digitised way of living, our elders were less equipped to navigate this increasingly online world, which not only made it harder to access support networks but greatly impacted their general mental wellbeing. In response to this, we set out to offer free digital training workshops for elders aged 55+, focusing on the tools most commonly used to stay in contact with friends and family, access vital services and keep in the loop of events happening in the community.



COMMUNITY ENGAGEMENT

Capture & Preserve

Inna Wi Carnival: Reflections of a Generation

A short film exploring early memories of St Pauls Carnival from local elders.

To better inform the evolution of Carnival it's important we seek counsel from our elders and forebears who paved the way for what we know today as St Pauls Carnival. To capture these stories, we produced a short film which centres around a conversation between local elders. It recalled their memories of St Pauls Carnival from the '60s to the present day, ending with a celebratory group meal and a reflective spoken word piece honouring the legacy of St Pauls Carnival.



COMMUNITY ENGAGEMENT

Human Libraries

A string of Human Library events platforming a range of local pioneers and community activists.

This project aimed to build awareness of historical facts & discrimination and provide first-hand accounts to people from across the city, to foster engaging conversations, leave lasting impressions and bridge new relationships. Furthermore, it enabled our community to tell hugely important first-hand stories that have a crucial role in shaping future generations and the culture of St Pauls Carnival.



COMMUNITY ENGAGEMENT

“Came to explore and I have learned something about everything.”

Delores Joyce Montague

“It was more than just work, it was something special.”

‘Inna Wi Carnival’ Crew Member

“Speaking to the storytellers was enjoyable, I felt like a part of the story.”

Shakara





ST PAULS CARNIVAL 2022:

BACK A YARD

BACK A YARD - A SNAPSHOT



1,500+

Attendees

£1500

Donations

358

Unique ticket
purchases

330

Schools programme
performers

86

Working days
to deliver

50+

Artists performing

35

Contractors

20+

Volunteers

18

Sponsors /
Friends of Carnival

7

Traders

4

Venues

1

St Pauls Carnival

0

Children Lost

1

Event livestream

145,368

Social media
impressions

4

Producers

BACK A YARD - CARNIVAL LIBRARY

Wednesday 22nd June

- ★ Hosted at Kuumba Centre
- ★ 6 human 'books' (speakers)
- ★ 50 attendees
- ★ 2 local authors
- ★ 1 spoken word artist

Our Carnival Library event focused on the legacy of the Windrush generation and traditions of St Pauls Carnival. There were six speakers who were chosen because they had a close working relationship with St Pauls Carnival or had experience working on Carnivals around the world.

Alongside the oral storytelling, photos of Carnival were on display around the room and there were handwritten questions spread across tables to encourage conversation.

Hot food was served from Jamaica and Guyana and to round off the night we featured local poet Shakara who performed poems detailing her Caribbean and British experience.

"I really enjoyed the feel of the space... I felt like a part of the story. Performing was a lot of fun, being in a space where so much of my story was reflected in the people whose stories I heard made me feel like a part of the community."

Shakara



BACK A YARD - COMMUNITY PICNIC

Saturday 25th June

- ★ Held in Portland Square
- ★ 1 schools performance showcase
- ★ 1 Caribbean dance performance & workshop
- ★ 450 attendees
- ★ 6 performances by local musicians
- ★ 1 spoken word artist

We turned up the Carnival flavour and celebrated Jamaica's 60th Year of independence with family and friends.

Featuring Bristol's best musicians, kids activities, performances from local schools and of course plenty of Carnival food, it was a day with something for everyone.



BACK A YARD - LOST HORIZON TAKEOVER

Saturday 2nd July

- ★ **Held at Lost Horizon**
- ★ **1 soundsystem powering the courtyard**
- ★ **12 DJ's**
- ★ **8 artists performing**
- ★ **1 legendary headliner**

Headlined by the legendary Horace Andy and the Dub Asante Band featuring Matic Horns, we recreated the Carnival party experience with home grown music and spoken word with the courtyard powered by Qualitex Soundsystem.

For those that couldn't get much sought after tickets the event was live streamed.



BACK A YARD - COMMUNITY CELEBRATION & ELDER'S BRUNCH

Saturday 2nd July

- ★ Held at Malcolm X Community Centre
- ★ 78 Elders Brunch attendees
- ★ 350 Community Celebration attendees
- ★ 2 dance performances
- ★ 1 Ujima Radio takeover
- ★ 1 children's procession

To mark Carnival Day 2022 we invited the community to a celebration day in the heart of St Pauls. Kicking off with a traditional elders brunch, the day featured live music, crafts, dance, stalls, delicious food and more – complete with a mas celebration and children's parade.





ST PAULS CARNIVAL 2022:

SOCIAL MEDIA

CARNIVAL IN NUMBERS - SOCIAL MEDIA

SOCIAL MEDIA REACH >>

396

NEW

Facebook Followers

1,028

NEW

Instagram Followers

214

NEW

Twitter Followers

FACEBOOK FIGURES >>

80,177

Page reach

6,846

Page visits

4,000

Engagements

INSTAGRAM FIGURES >>

91,032

Impressions

18,388

Accounts reached

4,052

Content interactions

TWITTER FIGURES >>

319,92

Impressions

38,582

Profile visits

418

Mentions

CARNIVAL IN NUMBERS - SOCIAL MEDIA

900 +

eNewsletter subscribers

53,000 +

Annual website visits



ST PAULS CARNIVAL 2022:

FUNDRAISING

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Business Sector Drinks

- **Held at Bristol Old Vic**
- **Over 100 Bristol businesses in attendance**
- **Over £8,500 raised towards Carnival funds**

In March we were delighted to invite over 100 Bristol businesses to meet with our new Chair, Levi Roots.

The evening started with a drinks reception, Jamaican canapés and entertainment by children from St Werburgh's Primary School playing the steel pans. Speeches were made by Executive Director LaToyah McAllister-Jones, Asher Craig and Levi Roots.

All three emphasised the importance of Carnival to Bristol both economically and in terms of social cohesion, and that without support from Bristol's businesses Carnival would not happen. The evening finished with Levi auctioning off himself for an evening of cooking and fun, which was won by Darren Evans who owns The Bristol, the Golf Club near Cribbs Causeway. We would like to thank him for his generosity.



FUNDRAISING

'A Taste Of Carnival' Fundraising Gala Dinner

- **Held at Gloucestershire Cricket Club**
- **160 guests**
- **Over £20,000 raised towards Carnival funds**

Our first ever Gala Dinner was an evening celebrating Afro Caribbean culture, including a meal jointly created by Chef Gethin and Levi Roots. Our hosts Edson Burton and Ngaio entertained guests throughout the evening, which featured fundraising games and an auction of brilliant local art and special packages which were snapped up with great enthusiasm.

We were also treated to performances from the fantastic Tan Teddy and Da Fuchaman, representing two very different parts of Afro Caribbean music. The evening was sponsored by UWE and we are very grateful for their ongoing support. We look forward to holding another Gala Dinner in October 2023.



FUNDRAISING

NPO Investment From Arts Council England

- **Financial investment from Arts Council England until 2026**
- **National Portfolio Organisation status**
- **£219,000 of support per year**

We were delighted to be chosen as one of the National Portfolio Organisations to be funded by Arts Council England over the next three years. This is a reflection of the hard work that has been put into Carnival by the CEO, Board, St Pauls Carnival Team and everyone who has supported us on our journey.

This investment means that over the next three years we have a significant contribution to the fundraising needed to deliver the Carnival arts programme you all know and love. It means that our work and contribution to the community is valued.

However, we remain a fundraising organisation which doesn't end with the National Portfolio Investment. There's more to do and more to raise, and we look forward to increasing our fundraising activity as we move into 2023.



PARTNERSHIPS

Our 2022 Headline Sponsor



HARGREAVES
LANSDOWN



Sponsors

Friends of Carnival



Supporters Logos



Paul Hamlyn Trust are supporting us in our education programme



St Monica Trust

St Monica Trust are supporting us in our digital wellbeing and community engagement programmes



The Nisbet Trust are in the final year of three years' support



Merchant Venturers are supporting all our Carnival activities



CARNIVAL 2023

CARNIVAL 2023

2023 won't just be any St Pauls Carnival.

It will be the comeback Carnival.

We are really excited about the prospect of coming back to deliver the Carnival you all know and love, and will be announcing our plans for the year ahead in January 2023. After 3 years away, Carnival's return is likely to attract more people and media coverage than ever before. Building on the outpouring of love for Carnival and our wider community engagement, we are confident that it will be a year to remember.

Covid has shown us there's a lot we can't control – but there's also so much we can do on our doorstep that really matters. Following the success of our digital offerings, as well as live community and cultural events, we are confident we will continue to deliver the best possible content to our audience.



THANK YOU

It's been truly rewarding as Chair to oversee the work St Pauls Carnival has delivered this year. We were disappointed to not bring a full scale Carnival to the streets, but what initially felt like a setback transformed into an opportunity for growth and innovation. Despite a seemingly untraditional year for our organisation, we have been able to reconnect with the roots of Caribbean carnival, working with local communities to remind ourselves of what St Pauls Carnival is about and why we do it.

Through four 'Back A Yard' events, a fundraising gala, business drinks, a screening of our new documentary 'Inna Wi Carnival', and over 80 workshops and assemblies in schools across Bristol, we're pleased to have had a significant social and economic impact in 2022.

I'd like to extend my thanks to my fellow board members for their support this year; their work has been instrumental in the leadership of these projects. I also want to give a special thank you to Team Carnival, whose efforts this year have been phenomenal. Finally, thank you to all our sponsors and partners; your continued support is vital to the work we do. We look forward to working with you in 2023 and beyond.

Levi Roots, Chair of the Board



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**ARTS COUNCIL
ENGLAND**

